



IFD Floral Trends Spotlight

March 2011

Trend Information for the Event Flower Specialists

Top 10 New Item Trends for 2011

A survey of IFD members revealed the hottest new floral supply items for 2011.



#1 Smithers-Oasis unveiled *Oasis maxLife* Floral Foam, a whole new generation of floral foam enhancing the life of flowers in foam.

#2 Cascadezz corsage accessories from **Fitz Design**. This unique corsage accessory gloves the hand in rhinestones and takes the old wrist corsage to a whole new creative dimension.

#3 Any **Fitz Design** accessory that adds a lot of bling is selling great... *Girl's Best Friend, Trend Setter, Rock Star*, and all new styles of Dazzle wristlets that make the corsage unique and glimmering! And just as shiny are the *Floral Necklace* and the decorative hair pieces; *Excitement Headband* and *Floral Barrette*.

#4 Use of crystals to enhance centerpieces, corsages and bridal bouquets from a variety of sources including **Accent Décor, Smithers-Oasis, Handy** and **Fitz Design**.

#5 Carson & Gebel has introduced numerous styles of 50 yard bolts of wired ribbon in both seasonal and everyday styles providing a less expensive alternative for designers to stretch budgets.

#6 Tru-Life ribbon from **Berwick** looks like aspidistra leaves only in designer colors— a great decorative wrap for vases and boxes.

#7 Corsage cuffs from **Fitz Design** are the new 'squeeze to tighten' wrist corsage holders, hot styles include; *Illusion, Enchanted* and *Serendipity*.

#8 Sympathy work is seeing an increase in standing spray design aided by a variety of foam forms to speed up design time. Keepsake sympathy items such as afghans, wind chimes, angels and memory boxes continue to see regional growth.

#9 Home décor used in combination with floral has seen an increase of glass vessels used to contain plants and flowers within. Motifs have evolved and the use of keys, crosses and crowns is prolific.

#10 Use of colored glass is increasing, the trend is more apparent at holidays but even everyday use of colored glass like the *Breeze* line from **Syndicate Sales** and *Floracolors* from **Floraglas**, are up.

